



# NEWS RELEASE

## PRESS OFFICE

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### ***Join Us at SBA's 2004 Annual Lenders' Conference in Wisconsin Dells***

**Wisconsin Dells:** Wisconsin SBA's 2004 Annual Lenders' Conference will be held at the Kalahari Resort in Wisconsin Dells on May 12 and 13, 2004. The Agenda for this year's Conference includes:

- Big Picture, Benefits, Loan Programs, and Eligibility
- Application Forms, Analysis and Comments, EPA and Appraisals
- Screening and Submitting, Declines, Identifying and Qualifying Candidates and Address Issues
- Marketing and Finding Leads, Networking, etc.
- Pro-Active Approaches, Knowing your Product

The target audience for this Conference is Bank Presidents, CEO's, Board & Chamber Directors, CPA's, Commercial Lenders, Tellers, Credit Analysts, and Collection Managers.

We invite you to kick off this year's Conference by attending the Kick-Off Reception starting at 6:30 p.m. on Wednesday, May 12<sup>th</sup>. Enjoy hors d'oeuvres and refreshments with Wisconsin Native Purple Heart recipient and legendary Super Bowl running back Rocky Bleier, SBA Region V Administrator, Patrick Rea and Wisconsin SBA District Director Eric Ness..

The SBA, Small Business Development Center and Risk Management Association (RMA) also welcomes Jermicko Shoshanna Johnson as the keynote speaker at the luncheon on Thursday, May 13<sup>th</sup>. Ms. Johnson was honored in 2003 as the Manufacturer of the Millennium and Fashion Designer of the Year. She also received both these awards in 1999 and 1997 and is the only African American woman to receive such honors.

SCORE, Counselors to America's Small Businesses and Wisconsin Business Development Corporation will be holding their annual Lenders' Conference Golf Outing on Wednesday, May 12<sup>th</sup> at Trappers Turn in Wisconsin Dells. For more information and to sign up, contact Jules Matsoff at (414) 297-3934 or fax him at (414) 297-1377.

For more information and to register for the Lenders' Conference, contact SBDC at (800) 898-9472 or (715) 346-3838.

***Additional information about SBA's programs and services is available  
at the SBA's Web site: [www.sba.gov/wi](http://www.sba.gov/wi).***